## IN THE DRAWINGS

The attached sheets of drawings include changes to Figs. 5 and 21. These sheets, which include Figs. 5 and 21, replace the original sheets including Figs. 5 and 21. Replacement Figure 5 now indicates on line 2 "Tm = {title1, title2, ...}". Further, replacement Figure 21 now indicates for step S146 to "USE NEGATIVE-HISTORY VECTOR...".

Attachment: Replacement Sheets

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# FIG. 5

| PROGRAM VECTOR | $PP = (Tm, Gm, Hm, Sm, Pm, Am, Km)$ |
|---|---|
| T: TITLE | $Tm = \{title\ 1,\ title\ 2,\ title\ 3,...\}$ |
| G: GENRE | $Gm = \{DRAMA,\ VARIETY,\ SPORT,\ MOVIE,\ MUSIC,\ CHILD\ PROGRAM/EDUCATION,\ GENERAL\ CULTURE/DOCUMENTARY,NEWS/REPORT,\ OTHERS\}$ |
| H: TIME BAND(HOUR) | $Hm = \{MORNING,\ DAYTIME,\ EVENING,\ PRIME-TIME,\ LATE\ AT\ NIGHT\}$ |
| S: BROADCASTING STATION (TV STATION) | $Sm = \{NNK\ GENERAL,\ NNK\ EDUCATIONAL,\ ASIAN\ TELEVISION,\ TTS,BUJI,\ TELENICHI,\ TOUTO,\ FIRST\ NNK\ SATELLITE,\ SECOND\ NNK\ SATELLITE,\ WOWO\}$ |
| P: PERFORMER (PERSON) | $Pm = \{person\ A,\ person\ B,\ \cdots,\}$ |
| A: SCRIPTWRITER/ AUTHOR/PRODUCER (AUTHOR) | $Am = \{person\ a,\ person\ b,\ \cdots,\}$ |
| K: CONTENTS (KEYWORD) | $Km = \{kw1,\ kw2,\ \cdots,\}$ |

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# F I G . 2 1

( START OF MATCHING
PROCESSING 5 )

| ACQUIRE UTILIZATION-SETTING DATA OF EFFECT VECTORS ON PROGRAM-SIDE AND USER-SIDE | S141 |

| EXTRACT GENRE OF PROGRAM VECTORS | S142 |

| USE POSITIVE-HISTORY VECTOR BASED ON GENRE TO COMPUTE COSINE DISTANCE BETWEEN EACH OF PROGRAM VECTORS AND POSITIVE-HISTORY VECTOR FOR EACH LARGE ITEM | S143 |

| MULTIPLY COSINE DISTANCES EACH COMPUTED FOR EVERY ITEM BY EFFECT VECTORS IF NECESSARY AND SUM UP COSINE DISTANCES OR RESULTING PRODUCTS | S144 |

| COMPARE SIMILARITIES AND EXTRACT PREDETERMINED NUMBER OF PROGRAM VECTORS STARTING WITH VECTOR HAVING HIGHEST DEGREE OF SIMILARITY | S145 |

| USE NEGATIVE-HISTORY VECTOR BASED ON GENRE TO COMPUTE COSINE DISTANCE BETWEEN EACH OF PROGRAM VECTORS AND NEGATIVE-HISTORY VECTOR FOR EACH LARGE ITEM | S146 |

| MULTIPLY COSINE DISTANCES EACH COMPUTED FOR EVERY ITEM BY EFFECT VECTORS IF NECESSARY AND SUM UP COSINE DISTANCES OR RESULTING PRODUCTS | S147 |

| COMPUTE DIFFERENCE BETWEEN EACH SIMILARITY TO POSITIVE-HISTORY VECTOR AND CORRESPONDING SIMILARITY TO NEGATIVE-HISTORY VECTOR, AND EXTRACT PROGRAMS WITH LARGEST DIFFERENCE AS RECOMMENDATION INFORMATION | S148 |

( END )